

CLAIMS

We claim:

1. A method for enabling a web server to provide a commercial promotion, comprising the acts of:

detecting a qualifying value of a commercial transaction;

checking a database of promotions for presence of a promotion that includes the qualifying value; and

when a promotion that includes the qualifying value is present in the database, executing a module of selectively executable compiled web server code that provides the promotion.

1 2. A method for enabling a web server to provide a commercial promotion, comprising
2 the acts of:
3 detecting a qualifying value of a commercial transaction;
4 checking a database of promotions for presence of a promotion that includes the
5 qualifying value;
6 when a promotion that includes the qualifying value is present in the database,
7 determining a reward value of the promotion that includes the qualifying value; and
8 executing a module of selectively executable compiled code associated with the reward
9 value.

1 3. The method of claim 2, wherein the module is associated with the reward value by a pointer.

1 4. The method of claim 3, wherein the pointer is in the database.

1 5. The method of claim 2, wherein the module is associated with the reward value implicitly.

6. The method of claim 2, further including the act of advancing a promotion counter in response to executing the module.

1 7. A method for enabling a web server to provide a commercial promotion, comprising the acts

2 of:

3 detecting a qualifying value of a commercial transaction;

4 checking a database of promotions for presence of a promotion that includes the
5 qualifying value;

6 when a promotion that includes the qualifying value is present in the database,
7 determining whether the promotion that includes the qualifying value is active; and

8 when the promotion that includes the qualifying value is active, determining a reward
9 value of the promotion that includes the qualifying value and executing a module of selectively
10 executable compiled code associated with the reward value.

1 8. The method of claim 7, wherein the act of determining whether the promotion that includes
2 the qualifying value is active further includes the act of checking a start date.

1 9. The method of claim 7, wherein the act of determining whether the promotion that includes
2 the qualifying value is active further includes the act of checking a stop date.

10. The method of claim 7, further including the act of advancing a promotion counter in
response to executing the module.

1 11. Programmable media containing programmable software for enabling a web server to
2 provide a commercial promotion, the programmable software comprising the steps of:

3 detecting a qualifying value of a commercial transaction;

4 checking a database of promotions for presence of a promotion that includes the
5 qualifying value; and

6 when a promotion that includes the qualifying value is present in the database,
7 executing a module of selectively executable compiled web server code that provides the
8 promotion.

1 12. Programmable media containing programmable software for enabling a web server to provide
2 a commercial promotion, the programmable software comprising the steps of:

3 detecting a qualifying value of a commercial transaction;

4 checking a database of promotions for presence of a promotion that includes the
5 qualifying value;

6 when a promotion that includes the qualifying value is present in the database,
7 determining a reward value of the promotion that includes the qualifying value; and

8 executing a module of selectively executable compiled code associated with the reward
9 value.

1 13. The programmable media containing programmable software of claim 12, wherein the
2 module is associated with the reward value by a pointer.

1 14. The programmable media containing programmable software of claim 13, wherein the
2 pointer is in the database.

1 15. The programmable media containing programmable software of claim 13, wherein the
2 module is associated with the reward value implicitly.

1 16. The programmable media containing programmable software of claim 13, further including
2 the act of advancing a promotion counter in response to executing the module.

1 17. Programmable media containing programmable software for enabling a web server to
2 provide a commercial promotion, the programmable software comprising the steps of:

3 detecting a qualifying value of a commercial transaction;

4 checking a database of promotions for presence of a promotion that includes the
5 qualifying value;

6 when a promotion that includes the qualifying value is present in the database,
7 determining whether the promotion that includes the qualifying value is active; and

8 when the promotion that includes the qualifying value is active, determining a reward
9 value of the promotion that includes the qualifying value and executing a module of selectively
10 executable compiled code associated with the reward value.

1 18. The programmable media containing programmable software of claim 17, wherein the act of
2 determining whether the promotion that includes the qualifying value is active further includes
3 the act of checking a start date.

1 19. The programmable media containing programmable software of claim 17, wherein the act of
2 determining whether the promotion that includes the qualifying value is active further includes
3 the act of checking a stop date.

1 20. The programmable media containing programmable software of claim 17, further including
2 the act of advancing a promotion counter in response to executing the module.